

CHAPTER I

INTRODUCTION

A. Background of Choosing the Study

Attitude of comics in telling the people about what they feel and judge can lead to laugh. Attitude is something that must be present in comics, attitudes can be conveyed with expressions and also tone of voice, so that the material conveyed can be accepted by the audience. For example, when Jay Leno asks his audience, "What happened to the president?" the implied attitude is that what happened to the president is something "stupid" (Carter, 2001), it is implied messages like this that sometimes confuse some comedy viewers, but judgments like this are also what makes the audience laugh. Carter says that stand-up material should be flavored with attitude, attitude provides the energy that moves a topic from idea to joke.

Carr & Lucy say that laughter from a comedy performance should not be viewed simply as the audience agreeing with the comedian's particular attitudes and views. An audience member may laugh in recognition of their own feelings and attitudes. Carr points out that the interpretation of a person's laughter may give rise to a myriad of reasons why that person responds with laughter.

Humor is introduced into self-disclosure in conversation. They focus on whether self-disclosure humor is introduced in the form of humorous narratives that are as much for entertaining and building group solidarity as it is to appear

as part of more serious discourse to lighten self-disclosure to self and others. (Neal & Chiaro, 2009). Humor is considered to serve as a socially acceptable means of expressing dislike as well as criticism (Neal & Chiaro, 2009, p. 147).

Comedy is often regarded as ephemeral and unintellectual, or, in the minds of those who claim that explaining jokes will kill them or that everything is 'just' for laughs, is seen as an aspect of communication that is expressly closed to study and interrogation (Stott Andrew, 2005). Auslander says that, "comedy by definition requires stable references, norms that can be used to judge behavior that is considered funny. Without such norms, it is impossible to define comedy." Comedy has two different points of view by its connoisseurs, where comedy can be a fun entertainment and also a very offensive and unpleasant entertainment. For example, as recounted by Neal & Chiaro, he recounted "that he recently witnessed how a person changed seats on a bus after his attempt to entertain his seatmate, who was a stranger, failed miserably." One may expect to see interlocutors respond to unfunny jokes with positive politeness strategies in an attempt to minimize the humiliation of the joke teller.

How can it be said that comedy is a fun and unpleasant thing for some people, because in comedy there are several factors that must be understood so that the message conveyed can be received and not offend the audience. Comedians must create material that is appropriate to where they present comedy with creative and interesting ideas, so that the audience can laugh (entertained) and can understand the direction of the jokes they present. Like the

example above, if a joke or comedy is delivered in the wrong place and situation, it will cause misunderstanding. There are several points of particular interest in understanding how people perceive attempts at humor as unfunny and how to frame their subsequent responses. With regard to role specification, the appropriate type of humor varies according to the conversation. (Neal & Chiaro, 2009)

In comedy There are several types of performing comedy that can be explored, including; stand-up comic, improviser, commercial actor, voice-over performer, warm-up for tv shows, and radio comedy (Carter, 2001). Presently, stand-up is one of the most successful types of performing comedy as a genre of popular culture. Stand-up comedy is performed by an individual, commonly referred to as a *comedian* (Colleary Susanne, 2015). A comedian's performance builds both power and control in the stand-up room, allowing the comedian to act as a means to interrogate the social, political, and cultural relationships that define everyday national and international experiences.

Stand-up comedy is an art, originally developed in the United States, of humorous dialogue presented in front of an audience. The talk would usually be memorized, and nowadays, it is expressed in a spontaneous conversational manner, as if talking to a friend. Although stand-up comedy is performed individually, the performer will interact with the audience. Often the verbal content is augmented by various supporting embellishments, such as special props, grunts, snorts, and howls, body movements, and facial expressions

(Stebbins, 1990). Stand-up is an art form that allows material drawn from real life to become laughable. Today's understanding of stand-up is flavored with storytelling of personal experiences and daily life choices. Stand-up comedy has a variety of performance styles, many of which are not embedded in personal experiences, opinions and attitudes. (Colleary Susanne, 2015, p. 42)

Colleary says that "Audiences will probably seek, access, and judge stand-up from different points of view, value, and meaning, and not just from the standpoint of its impossibility." (Colleary Susanne, 2015) Stand-up comedy has a number of suspense and paradoxes. Current conceptualizations include ideas about self-expression, honesty, authenticity of material created from life experiences. Stand-up is also full of fabrication, with fiction and manipulation of material to laugh at. In stand-up comedy, comedians will usually give the funniest part or the core of their joke, this part is commonly referred to as the punchline. Although actually, without the punchline, the audience will also laugh at the jokes performed by the comedians, but the punchline is used to make the audience laugh harder.

Felipe Esparza is a US comedian who was born in Mexico and has immigrated to the United States. In the entertainment world, Felipe is not only a stand-up comedian, but he is also an actor and screenwriter, using his personal background and origins to enrich his performances. On Deadline Breaking News Alerts, Matt Grobar writes that Esparza is best known as the winner of NBC's Last Comic Standing in 2010, and Esparza's latest special is Felipe

Esparza: Bad Decision in two languages, which premiered on Netflix to much acclaim. His experiences provide an authentic backdrop for his humor, and it often centers on his own experiences with immigration and cultural adaptation. (Grobar, 2023) His comedic style, often described as raw and unfiltered, has earned him many admirers, as it easily appeals to a wide audience. Felipe manages to make people laugh with universal themes such as, immigration, poverty, and cultural renewal that he knows, but he also brings up real-life stories that are told with a natural charm and honesty that makes his humor special, between mockery and insight, and that's what makes Felipe's humor endearing to many people. (GDP team) In this study, researchers used Felipe's stand-up comedy entitled "Bad Decision" to analyze, in Bad Decision Felipe tells family problems and also his anxiety about drugs, sex, and so on. Felipe also spices up his stand-up with a little racism and shaming. This can be well received by the audience or even vice versa. Therefore, it is better to study more deeply to get a clearer picture of the evaluation of attitudes in the delivery of stand-up material presented by Felipe, so that his stand-up can be well received by the audience. The attitude evaluation will be further studied using System Function Linguistics (SFL), and will be conveyed through discourse semantics as a supporting framework for appraisal analysis.

Therefore, this study attempts to analyze Felipe Esparza's stand-up comedy entitled Bad Decision which is broadcast on Netflix with the English version, using discourse semantics which focuses on evaluation and also

language choices that are realized in Felipe Esparza's stand-up comedy. This analysis is carried out with the aim of finding the type of evaluation and strategy that Felipe brings to his stand-up comedy.

B. Formulation of the Problem

1. What are the evaluation types in Felipe Esparza's stand-up comedy *Bad Decision*?
2. How does Felipe use attitude choice through stand-up comedy with the title *Bad Decision*?

C. Object of the Study

1. To analyze the type of evaluation found in Felipe Esparza's stand-up comedy entitled *Bad Decision*.
2. To identify the use of attitude choices used in the stand-up comedy entitled *Bad Decision*.

D. Scope of the Study

This research focuses on the interpersonal meaning realized in Felipe Esparza's stand-up comedy aired on Netflix social media with the title "Bad Decision" English version. This study aims to examine and find the type of evaluation used in stand-up comedy and the use of strategies on attitude by Felipe.

This research uses Attitude theory from Martin and White (2005). Attitude Theory has several focuses that are discussed, the first, affect which

explains about feelings including emotional reactions, both positive and negative feelings, the second is judgment is an assessment of someone's behavior, the third is appreciation as a resource for assessing something and a phenomenon. In addition, this research also discusses how evaluation types are expressed in written or spoken form which are then categorized as gradable attitude choices.

E. Review of Related Study

Research using the Systemic Functional Linguistics approach has been carried out by many previous studies. First, the research of Ataei Susan (2019) published in the journal with the title "Exploring the Emotional Language in the Twilight Novel as a Literary discourse: An Appraisal Theory Analysis". This research uses qualitative methods and quantification is only used to explain the results and also to increase the credibility of the research. The researcher also used discourse analysis method to analyze the text. This research utilizes Judgment Theory (Martin & White, 2005) on evaluation and emotions to explore the manifestation of emotions in modern popular prose fiction, from the first book of the Twilight series by Stephenie Meyer (2009) - Twilight. The purpose of this research is to understand more deeply how Twilight, as a best-selling literary prose fiction, uses human emotions, and thus "affects" readers. The researcher also applied the affect sub-system of the attitude system. In addition, this research also aims to understand how to apply

Appraisal Theory to literary texts, and also to understand the evaluation language used in the text. The results of this study show that Twilight tends to use negative language in expressing attitude evaluation and tends to use indirect ways to influence and express emotions.

Furthermore, the research by Rahmi et al. (2018), which was published through a journal entitled "Power of Sakdiyah Ma'Ruf in Stand-Up Comedy Through Appraisal Approach". This research discusses the attitude and power that exists in stand-up comedy, and focuses on spoken language. This research uses a qualitative descriptive method using SFL and also CDA to analyze data, to analyze data using two theories, the theory used to analyze appraisal using the theory of Martin and White (2005) and theory to analyze power using critical discourse analysis theory from Fairclough (1989). This research examines attitude which consists of affect, judgment, and appreciation, then each of these attitudes is divided into two positive and negative categories. The use of the attitude system in this study is to find out the expression of emotions between conditions of themselves, thoughts or other people. This research also discusses the power related to the gradability of the attitude system, which is divided into 3, low-graded, medium-graded, high-graded.

Then, the research of Li (2016), published in the journal with the title "An Attitudinal Analysis of English Song Discourse from the Perspective of Appraisal Theory". This research analyzes English song by using SFL which focuses on appraisal theory from Martin and Rose (2008). The purpose of this

study is to inform readers about English song discourse, so that readers or listeners understand the emotions expressed by song discourse writers and the importance of the meaning of appraisal theory attitudes that build relationships between song discourse writers and readers or listeners. There are 4 songs used as data in this study which are then analyzed with attitude and polarized into, affect, judgment and appreciation. However, in this study there was no judgment found in the lyrics of the 4 song lyrics. The data is then used as a percentage frequency as the result of the data.

Furthermore, research from Novaldy et al. (2023) published in a journal entitled "Humorous Discourse on the Middle East: Attitude Towards Representation". This study uses a descriptive qualitative method, using Halliday's theory to identify the type of transitivity of the Middle East representation and also to identify the attitude of the commenters. This study aims to discover how comedians represent the Middle East and how the response of the commenter's attitude manifests. This study uses Systemic Functional Linguistics (SFL) approach to analyze the data. The data was taken from a video entitled "Fluffy Visits Saudi Arabia - Gabriel Iglesias (from Aloha Fluffy: Gabriel Iglesias Live from Hawaii)" and the data was also taken from the comments in the video (the comments used were the latest comments). The results of this study, the first representation of comedy narration provides an alternative platform to positively represent, the second is on attitude, there are three results of attitude types, namely; affect, judgment, and appreciation, the

polarity that is mostly used is positive polarity. In attitude, it is not explained about the target and also the trigger that causes the attitude to appear.

Finally, research from Zhou (2023) published in a journal with the title “Analysis of Donald Trump's Inaugural Speech based on Attitude Within Appraisal Theory”. In this study, researcher used Halliday's SFL approach, Martin's appraisal theory. This research also uses qualitative methods and explores the reasons for them. This research also uses interpersonal functions on discourse from a lexical perspective. This research uses Donald Trump's speech as research data, from his inaugural speech which has interpersonal resources, and uses different appraisal resources to express his political views and promote the “America First” point of view to build a good image. This study is different from other studies, because this study only discusses attitude without discussing the polarity used in the attitude itself.

From the above research, it can be used as a reference or example for this research because of the similarity in using appraisal theory with subsystem attitude, and also using SFL to analyze data. Of the three studies above, the work of Fatmawati and Cahyono (2008) has a similar topic to this study. The topic proposed by the researcher is Stand-up comedy, and this topic does not seem to be widely used as a research topic that is analyzed using appraisal theory.

F. Method of Research

1. Data and Source of Data

Data is material or objects used by researcher to analyze and identify. In qualitative research methods, data is information, both oral and written, can be in the form of images, text, which contributes to answer the formulation of research problems or research focus. The main data in this research is primary data which is textual or written data from the subtitles of Felipe Esparza's stand-up videos. The textual data are the subtitles of Esparza's stand-up videos which consist of word, sentences, clauses, phrases.

The data source used in this research is a comedy performance with the type of Stand-up comedy performed by Felipe Esparza, with phenomena around and also his personal experience as the topic of his stand-up. There were 35 punchlines obtained from the transcripts which were then used as the main data for this study. Of the 25 punchlines, there are 108 data that are analyzed.

Stand-up Comedy from Felipe Esparza with title “Bad Decision” English version released on September 01, 2020 on Netflix platform with duration 41 minutes 15 seconds. Felipe brings discussions such as; sharp views on sex, drugs, and about family. This data source is thoroughly analyzed through the available transcripts.

First, there have not been many researchers who have used stand-up comedy as a topic in similar studies. Second, Felipe's stand-up is performed in two languages, English and Spanish, and the stand-up topics tend to lead to his personal experiences, people around him, and views on the outside world. which makes Felipe's stand-up interesting to discuss how the audience understands what Felipe says so that his emotions and attitude evaluation can be conveyed to the audience. Third, because stand-up comedy is more likely to discuss taboo and sensitive matters, researchers are interested in examining the appraisal attitude used by Felipe, so that the audience laughs with the material he presents.

2. Method of Collecting Data

This research is discourse analysis research of Stand-up Comedy, so the method used to collect data is the observation method. According to Sudaryanto (1993) there are two methods used in data collection, namely, observation method and interview method. Data can be obtained through direct observation of the object under study such as video, text, sound, and so on. Data collection was carried out using the documentation method, using Felipe's stand-up comedy videos on Netflix. The following are the steps of data collection:

- a. Searching for Felipe Esparza's stand-up comedy videos on Netflix in the search bar. then select Felipe's stand-up comedy video titled "Bad Decision English version".
- b. Watching Felipe's video first, and then transcribe everything Felipe says, using the subtitles feature available on Netflix. This transcript will later be used as the main data for analysis.
- c. Reading existing transcripts to help find data from them, and then collect them.
- d. Validating the data whether the data that has been found is in accordance with the theory used or not.

3. Method of Analyzing Data

Researcher used qualitative methods in this study. Qualitative methodology refers in a broad sense to research that produces descriptive data, written or spoken words, and observable behavior (Taylor Steven et al., 1949). Qualitative research is a methodology where the main concept is phenomenological perspective. Qualitative research observes written and spoken words and also activities that can be observed and utilized as data. This method is probably relevant to examine the data in this study, because this study analyzes in detail textual data without relating to numbers.

This research uses discourse semantics that focuses on appraisal by Martin & White (2005) with data analysis using the SFL framework. This

research focuses on attitude to find out the evaluation used in Felipe's stand-up. There are several steps used by researcher to analyze data, including the following:

- a. Following Martin and White (2005), the transcription of the video was analyzed by utilizing a bottom-up perspective. Firstly, the text is divided into stages and phases according to the material presented to see how the text is organized.
- b. Classifying the sorted data into each division: attitudes, with derivatives of affect, judgment, and appreciation, then categorize the negative and positive polarity on each appraising item found in the data, and then analyze it in the form of a table.
- c. Determining the strategy of (inscribed and invoked) evaluations, from the data that has been classified.
- d. After analyzing all the data, explaining the analyst in paragraphs to be the final result of the research.

G. Significance of the Study

The significance of this research is expected to contribute to linguistics both theoretically and practically. This research can be a reference for further research that uses Systemic Function Linguistics (SFL) with an appraisal approach. In addition, this research can also be an illustration in analyzing the

evaluation conveyed by someone so that it can be understood what the speaker meant in saying the expression.

H. Presentation

The study is presented in 4 chapters. Chapter 1 discusses the introduction, which contains sub-chapters such as background, scope of the study, review of the related study, formulation of the study, objective, method of the research, and the last is presentation. Chapter 2 contains two sub-chapters, theoretical approach and theoretical framework. Chapter 3 consist of the analysis of the data. Finally, chapter 4 consists of the conclusion of the results that are found in the study.